THE HISTORICAL DEVELOPMENT AND OVERVIEW OF THE CONSTRUCTION OF THE GREEN POINT STADIUM FOR THE 2010 FIFA SOCCER WORLD CUP IN SOUTH AFRICA

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ABSTRACT

The FIFA 2010 Soccer World Cup was hosted in June 2010 in South Africa. This achievement provided opportunities and benefits for South Africans as well as the African continent as a whole. The intention was to create unity and commitment amongst the nationals and by hosting the FIFA 2010 Soccer World Cup, South Africa would also be able to bid for future mega events and open it’s doors to the world as a competing destination.

The FIFA Soccer World Cup sporting events have dated as far back as 1930 when it was first held in Uruguay to the last FIFA Soccer World Cup event which was held in Germany 2006. As sporting events have in general, become a popular tourism attraction, it provides worldwide opportunities for the host country and has beneficial advantages for all those involved. South Africa hopes the FIFA 2010 Soccer World Cup will stimulate much needed economic, social and development growth for the country. The FIFA 2010 Soccer World Cup has taken place in various provinces throughout South Africa, the focus study for the research project will be the Western Cape, South Africa, specifically evaluating the impacts of hosting sporting events in terms of economic, social and environmental. (FIFA, 2007)

Doubts existed that the progress of the FIFA 2010 Soccer World Cup was not meeting the FIFA requirements and that South Africa would not be able to meet the milestones required in preparation for the event.

Key questions raised in the project included:
- Is FIFA setting out realistic goals regarding the work required for completion?
- Is the Quality Assurance a priority in conjunction with meeting the required milestones?

The goal of the research was to highlight the views and opinions of the local communities towards the preparation and impacts of the FIFA 2010 Soccer World Cup. Industry personnel were consulted to provide practical and theoretical approach and submit their valuable input regarding the key questions, which we are then able to draw conclusions thereof.

INTRODUCTION

A definition of Tourism relates to ‘the travel of people outside their usual home and working environment to stay in a place for less than a consecutive year for leisure, business or other purposes’. (Lubbe, 2003)

Sport Tourism includes travel to, and participation in, or attendance at, a predetermined sport activity. The sport activity can include competition and travel for recreation, entertainment, business, education or socializing. (Cooper et al, 2005)

Attractions are the primary lure for destinations that entice visitors, and sport is an important attraction for many people. Sport Tourism can also serve as a secondary or peripheral...
attraction within host communities. That is the primary reason for visiting a destination is not for sports but for other types of attractions. Hallmark sporting events such as the Olympics, Rugby World Cups and Soccer World Cups, attract many tourists even if they have little knowledge of the sport. These sporting events are of worldwide, regional or national importance in terms of their visibility. Sport tourists are those people who visit a destination for the primary purpose of participating in, or viewing, sport. Several sport tourism models can be used to describe the phenomenon.

International travel to South Africa has surged since the end of apartheid. In 1994 - the year of South Africa's first democratic elections, only 3.9-million foreign visitors arrived in the country. (Lubbe, 2003)

As the country increases its international status and appeal as an event hosting and tourism venue, we need to improve the professionalism of the industries that provide the wide range of services and products involved. (South Africa 2010, 2007)

World class venues and supporting infrastructure, top international events, and South Africans' passion for sport, combine to make the country a huge draw card for sports fans. More than 10% of foreign tourists come to South Africa to watch or participate in sport events, with spectators accounting for 60% to 80% of these arrivals. (Cooper et al, 2005)

There are numerous world-class sporting events on South Africa's calendar every year, and the country has proven that it can successfully pull off the really big events.

These have included the 1995 Rugby World Cup, the 2003 Cricket World Cup, the 2005-2008 Women's World Cup of Golf, the 2007 inaugural World Twenty20 Cricket Championships, and the 2006-2008 only street race in the A1GP World Cup of Motorsport, held in Durban. (Cape Information, 2007)

The most recent World Cup Finals were held in Germany, where Italy was crowned champion after beating France in the final. The next World Cup Finals was held in South Africa, from the 11 June 2010 to 11 July 2010. The 2014 Finals will be hosted by Brazil. (FIFA Online, 2007)

Africa was chosen as the host for the 2010 World Cup as part of a new policy to rotate the event between football federations. Five African nations placed bids to host the 2010 World Cup:

- Egypt
- Libya (to co-host with Tunisia)
- Morocco
- South Africa
- Tunisia (to co-host with Libya)

Following the decision of the FIFA Executive Committee not to allow co-hosted tournaments, Tunisia withdrew from the bidding process. The committee also decided not to consider Libya's solo bid as it no longer met all the stipulations laid down in the official List of Requirements.(http:www.fifa.com.html)
After one round of voting, the winning bid was announced by FIFA president Sepp Blatter at a media conference on May 15, 2004 in Zurich. South Africa was awarded the rights to host the tournament, defeating Morocco and Egypt.

**Results:**

1. South Africa, 14 votes
2. Morocco, 10 votes
3. Egypt, 0 votes
4. Tunisia withdrew on May 8, 2004 after joint bidding was not allowed.
5. Libya not considered. The bid did not meet the List of Requirements.

The selected host cities set to host the FIFA 2010 Soccer World Cup matches are indicated below:

**FIFA 2010 HOST CITIES WITHIN SOUTH AFRICA**

1. Cape Town
2. Durban
3. Johannesburg
4. Mangaung/Bloemfontein
5. Nelson Mandela Bay/Port Elizabeth
6. Nelspruit
7. Polokwane
8. Rustenburg
9. Tshwane/Pretoria

The figure below illustrates the location of the host cities within South Africa.

**FIGURE 2.1: Selected Provinces in South Africa to host the FIFA 2010 Soccer World Cup matches**

By hosting this event, it becomes part of achieving faster economic growth and the country’s development goals. 2010 is an event that will leave a lasting legacy for the people of this country. By 2010, South Africa will have better sports facilities, a better public transport system and better telecommunications and infrastructure.

By hosting this event, it also promotes football amongst the youth of South Africa, fostering pride in our country and continent. It is the opportunity of a lifetime to showcase our country to the world, and promote investment and tourism. (South Africa 2010, 2007)

The World Cup in 2010 was the first in more than 100 years of FIFA’s existence to be staged on the African continent. From the beginning of the bid process, South Africa committed that the FIFA 2010 Soccer World Cup would be an Africa World Cup. It was an opportunity to build African solidarity and to foster a climate that contributes to African growth and development.

The job opportunities created through the FIFA 2010 Soccer World Cup are already benefitting many South Africans. While tourism was certain to get a boost by the event, which also resulted in stronger infrastructure in the country, one of the major spin-offs was job creation. A study commissioned by the Development Bank of South Africa, and released in July 2007, shows that construction of the stadiums alone generates 87,000 jobs annually. The construction of the Green Point Stadium was expected to create 45,200 jobs annually. (South Africa 2010, 2007)

The 10 sport stadiums under construction will host future sporting events and South Africa will be able to bid for future mega events, as the infrastructure of the country will be in place to host tourists and sport events.

South Africa placed a R9-billion investment in the transport infrastructure for the World Cup to deliver transport that is efficient, fast and sustainable to all South Africans. The development of the Gautrain Rapid Rail Link in Gauteng also provides efficient transport to the local communities, as well as attract investment companies and shareholders worldwide. (South Africa 2010: Government Revenue, 2007)

The FIFA 2010 Soccer World Cup will not only attract shareholders and business entrepreneurs, it will also provide the local establishments and organisations within South Africa to showcase their talent and be a part of the economic benefits to South Africa.

The R19.3 billion funding to the ACSA (Airports Company of South Africa) will allow South Africa to cope with the increasing tourist arrivals to the country and operate at maximum capacity throughout the year.

The thousands of tourist arrivals for the FIFA 2010 Soccer World Cup creates a chain of economic progression throughout the industries. Thousands of tourists will required accommodation and hospitality, as well as transport during the month long period. Local businesses were able to gain financially during this period in providing services/products to tourists visiting. (South Africa 2010: Legacy, 2007)

2010 is an opportunity to speed up growth and development, to market this country and the continent to the world, and an opportunity to grow local entrepreneurship.
The FIFA 2010 Soccer World Cup was a global tournament - and in 2010, the people of South Africa were at the very heart of the event.

When the government threw its weight behind South Africa’s bid to host the World Cup, it did so because of the benefits the citizens of this country would reap.

But more than that, it’s the people of South Africa and Africa who in 2010 celebrated the long-overdue pilgrimage of football’s showpiece to a continent that is mad about the sport.

Allowing Africa to take its rightful place on the global football stage also meant giving the World Cup an African flavour - so that when South Africans welcomed the millions of fans to our shores in 2010, we did so in the spirit of ubuntu, and with a deep sense of African pride, community and hospitality. (South Africa 2010: Opportunities, 2007)

That focus on community also means the government worked hard to get all South Africans involved in making 2010 successful, empowering, fulfilling and fun. Arts and culture programmes, sports projects and volunteer programmes were all on the cards for 2010. (South Africa 2010: Community, 2007)

With the previous economic benefit that the new stadiums constructed for the 2010 World Cup, these stadiums can also be utilised for future generations and can gain confidence amongst the younger generations, as they will have new and improved facilities to do have sporting events in, and it creates pride amongst the youth to be involved in the FIFA 2010 Soccer World Cup procedures. Volunteer Programmes were set up so that volunteers can give their time, skill and talent to help make a wonderful event. Volunteering is a way for people to participate in the biggest sporting event on earth. It is also about developing skills and further entrenching a culture of volunteerism in South Africa.

The local communities are able to be a part of the financial gain that the World Cup brings to our shores and it creates confidence amongst the local entrepreneurs to be a part of the wonderful project.

The local talent can be showcased to the world and provide numerous opportunities for the local communities.

The Department of Arts and Culture lead an extensive arts and culture programme. This will celebrate culture across Africa while strengthening the arts and culture sector and providing opportunities in this area. The programme included performing arts, contemporary African arts, creative writing, book publishing, audio-visual events, music, crafts, provincial flagship productions - and much more. South Africa worked with counterparts in Africa to profile the best in arts and cultural productions on the continent.
METHODOLOGY

The objective of the research project was to highlight the impacts of the FIFA 2010 Soccer World Cup in relation to Sports Tourism and evaluate the progress of the event planning.

Table 4.1: Research Design Overview

<table>
<thead>
<tr>
<th>PHASE</th>
<th>SURVEY OF THE CONSTRUCTION INDUSTRY ORGANIZATIONS</th>
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<tbody>
<tr>
<td>1. Objectives</td>
<td>Highlight the impacts of the FIFA 2010 World Cup in relation to Sports Tourism and evaluate the progress of the Green Point Stadium and whether it will be completed in time with FIFA’s requirements.</td>
</tr>
<tr>
<td>2. Research Design</td>
<td>Questionnaire</td>
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<td>3. Sampling Methodology</td>
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Data Collection technique/Distribution: E-mail questionnaire

Total Research Population: Industry Personnel (40)

Target Research Population: Industry Personnel (40)

Sample Unit: Industry person

Sampling Technique: Purposive Sample – the sample is made up of the respondents who responded to the email questionnaire and provided useful data according to the researcher’s judgement

Sample Size: 30

Sample Representatives: 30

Execution: A mailing list was compiled with the help of the Green Point Stadium Contractor database.

Execution Issues


5. Validation of Results: Face Validity. The researcher made sure that the instrument clearly appeared to be measuring what it claims to measure, even to a lay person.

Table 4.2: Characteristics of respondents

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Percentages</th>
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<tbody>
<tr>
<td>Gender</td>
<td>80.77% male</td>
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<tr>
<td></td>
<td>19.23% female</td>
</tr>
<tr>
<td>Age</td>
<td>3.85% aged under 25 years</td>
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<td></td>
<td>57.69% aged 25-40 years</td>
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<tr>
<td></td>
<td>38.46% aged above 40 years</td>
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The FIFA 2010 World Cup will provide economic benefits for South Africa
Majority of the respondents agreed with the statement: ‘The FIFA 2010 World Cup will provide economic benefits for South Africa’ where 50% agreed and 42.31% strongly agreed. Only equally 3.85% of the respondents disagreed and 3.85% strongly disagreed.

**Figure 4.1: The 2010 FIFA World Cup will provide economic benefits for South Africa**

4.4.4 The FIFA 2010 World Cup will provide social benefits for South Africa
Majority of the respondents (65.38%) agreed and 19.23% strongly agreed. No respondents disagreed to the statement and 15.38% remained neutral on the subject.

**FIGURE 4.2: The FIFA 2010 World Cup will provide social benefits for South Africa.**

4.4.8 FIFAs deadlines for South Africa in relation to the physical renovations are realistic.
Majority of the respondents (65.38%) agreed that the FIFA deadlines for South Africa are realistic and a minority of 11.54% disagreed. A value of 23.08% of the respondents remained neutral.
EXPRESSION AND INTERPRETATION OF THE FINDINGS

From the surveys it can be deduced that the FIFA 2010 World Cup will provide both economic and social benefits to South Africa without drawing maximum negative environmental effects to the surrounding areas of the Green Point Stadium.

The aim of the empirical survey was to collect data concerning the construction aspects of the Green Point Stadium for the FIFA 2010 World Cup and to analyse whether the construction of the stadium will provide economic and social benefits for South Africa.

RECOMMENDATIONS

Planning is highly important as the plans and procedures need to be put in place before the project commences. Also, continuous monitoring of the project ensures that the FIFA deadlines were met and that the stadium was completed by October 2009. Part of planning is ensuring that the workforce on the stadium project fully understand the procedures and tasks required so that the main focus can still be placed on quality workmanship and providing a world class stadium for the FIFA 2010 Soccer World Cup.

CONCLUSION

South Africa proved that it had the potential to host the FIFA 2010 Soccer World Cup. The literature research indicates to the researcher that the necessary plans and procedures were in place to help South Africa become a leading tourist destination. Significant growth has been evident in Sport Tourism around the world, and, South Africa host the World Cup will not only place our country on the world map for sport events, also represents Africa as a whole.
and a united nation. The country is capable of achieving many prospects and the developments leading to the FIFA 2010 Soccer World Cup are evidence to the nation that the country is stepping up. The FIFA 2010 Soccer World Cup not only provided the country with economic spin-offs and social benefits, but also placed a great deal of pride in the local communities as they are able to participate in the country’s plans in the form of volunteer programmes, BEE programmes and policies to aid the structure put in place for the World Cup. South Africa will only stand to benefit from this mega sporting event and the promotional advertising gained from the FIFA 2010 Soccer World Cup places a great deal of success in the country. By hosting the FIFA 2010 Soccer World Cup, South Africa not only becomes a world class leading tourist destination but it took its first big steps to becoming a future destination with great economic potential. By hosting this event, our country took the first significant step to becoming part of the top leading countries in the world.

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